R.J. Reynolds
Tobacco Company

Stephen R. MacLeod
Region Operations Manager
Buffalo #1610

Sent via e-mail
June 13, 1996

TO: REGION DMs

COPY

RE: ***DORAL BUSINESS BUILDING KIT USAGE***

Gentlemen:

Listed below you will find a usage report in reference to the above referenced program:

Item No.	Description	Allocated	Usage	Available	% Used
505982	Doral Thermometers	2130	400	1730	19%
505985	Doral Dry Erase Boards	2130	403	1727	19%
506783	Doral Display Kits	885	351	534	39%

The Sales Area has utilized only 31% of the actual kits, 50% of the Dry Erase Boards and 53% of the Thermometers. Obviously, low levels of acceptance to date for the Sales Area on this program.

I would appreciate each of you to determine the progress of this program and why usage of support materials has been low. I will compile your responses and forward to Winston-Salem. Please respond on/before June 20,1996 so I can meet Winston-Salem's time frame.

Should you have any questions, please advise.

Sincerely,

Stephen

S.R. MacLeod
ROM/#1610
:etb

cc: R.C. Farmer
F.V. Natale
D.A. DeRose

51845 7366

Source: https://www.industrydocuments.ucsf.edu/docs/xzmy0000